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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK2064 – PRODUCT PLANNING AND MANAGEMENT
(All section / Groups)

10 March 2016
2.30 p.m- 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*excluding* the cover page) with 5 questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

QUESTION ONE

The cumulative expenditure curve, the risk/payoff matrix, and the A-T-A-R model are the important evaluation systems in the basic new products process. Discuss how each system provides pieces of information that guide the project and its journey to the market.

(Total: 20 marks)

QUESTION TWO

(a) What are the objectives of full screen in new product development process?
(6 marks)

(b) Can firms bypass the full screen before undertaking technical work on the product?
Discuss.
(6 marks)

(c) What are the key success factors to be included in a scoring model, for full screen of new product concepts? Explain.
(8 marks)

(Total: 20 marks)

QUESTION THREE

R&D Manager: The marketing people apparently had some trouble with a new detergent laced with a dye that turned laundry blue during introductory marketing.

Sales Manager: Seems to me those errors were inexcusable. Shouldn't they have been discovered earlier, in product use testing?"

Using the list of product use test decisions (i.e., at least ten decisions), make recommendations as to how the error from the above conversation could have been product use tested prior to launch.

(Total: 20 marks)

Continued...

QUESTION FOUR

"Before launching a new product, decisions about when, how, and where to enter the market have a major impact on subsequent product performance. As such, strategic and tactical launch decisions are important and need to be properly aligned."

As a New Product Development Manager, discuss the strategic and tactical launch decisions if you were to develop a presence in the market for a new board game.

(Total: 20 marks)

QUESTION FIVE

- (a) Discuss the central idea of using simulated test market (STM) and followed by the critics of STM techniques. (10 marks)
- (b) Describe the use of informal selling, direct marketing, and minimarkets in the controlled sale market testing and explain the basis of speed, cost and accuracy for each method. (10 marks)

(Total: 20 marks)

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